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### LIMITATIONS OF THE STUDY

The present study were based on sample of 100 only and unwillingness, few respondents not using green products, therefore the results may not be accurate.

### RESEARCH METHODOLOGY

The study is undertaken to examine the consumer perception towards usage of green products across various age groups in the city of KOLAR GOLD FIELDS. .

### PRIMARY DATA:

A systematic questionnaire suitable for the sample selected was used to collect data from 100 respondents which have questions on ,awareness, factors that influence to purchase, usage of green products and individual usage score for each question has been calculated.

### SECONDARY DATA:

The information was collected from various books, published national and international journals, various online journals and websites.

### REVIEW OF LITERATURE

- Johri et al (1998) in their study on “green marketing of cosmetics, toiletries in Thailand” analyzed and found few companies in Thai have made attempt to adopt environmental marketing strategy to market their products even though their customers purchasing decision does not concentrate on green attributes.
- Chen and chai (2010) green purchasing is done specially for eco friendly products and depends on the willingness of the customers to use such products.
- Singh, sharma and Malviya (29) used the basic eco friendly materials related to their classification uses and benefits to summarize the future need for green packing education level.

### MEANING OF GREEN PRODUCTS

Green products or eco friendly products are those products or services who’s manufacturing, designing are done through a clean technology that are harmless to the environment or ecology. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development.

Eco friendly products are used now in every field, example: clothing, home decorations, food etc. These products have gained popularity and importance because of its reduced and minimal impact on the environment.

### FINDINGS

Demographic profile of respondents

GENDER	% OF RESPONDENTS
MALE	40%
FEMALE	60%



# A STUDY ON CONSUMER PERCEPTION ON USAGE OF GREEN PRODUCTS

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## ABSTRACT

Over the last few decades there has been a worldwide realization and acceptance towards preserving environmental health and strive to reduce environmental hazards. The increase in global warming, climate change, life threatening disease, extinction of species has all led towards conservation of environment. Therefore there was a need for responsible behaviour by society and business firms to protect our environment.

One such initiative by the people is usage of green products either in industry or household products.

Green products have taken the forefront in the daily lives of people. The trend has set into use such products which leads to change in their lifestyle.

This paper is set out to analyse the use of green products among customers with different age groups and educational qualifications.

Even though awareness on usage and applicability of green products among different age group is created, we can find that customers falling in the age group 30 to 50 are more in number who is aware and using green products for various purposes.

**Keywords:** Green marketing, Green products, Consumer behaviour, Consumer perception.

## INTRODUCTION

The present generation youngsters are becoming more socially conscious and desirous of using green products and therefore the significant awareness about the availability and buying decision of consumers plays a key role. Consumers depend more on promotional activities especially through social media's like face book, Instagram, snap chat, blogs, YouTube and others. Protecting of the living abode has become a accepted issue in the current competitive and digital society which led to gradual shift in industrial houses and customers adopting green concept and practices in their daily activities.

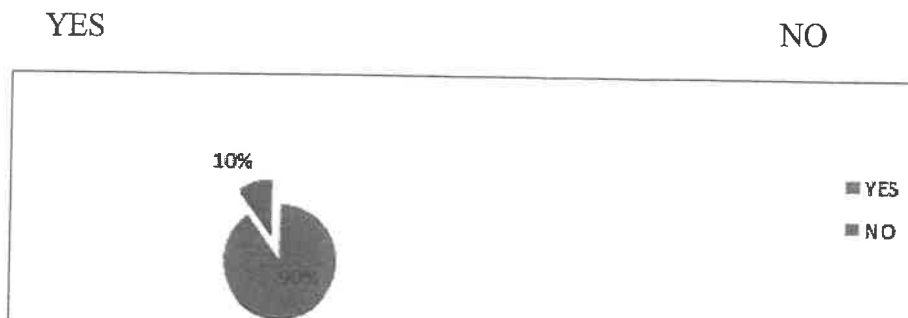
Governments and NGO'S initiative in bringing awareness and educating people about importance of environment, massacre of natural resources has led to set up the need for nature's protection which in turn has created green consumption called "GREEN CONSUMERISM". Marketers respond to consumer's issues by adopting green practices in satisfying the consumer demands. And consumers respond to such issues by adopting green practices and consider individuals responsibility to the environment.

## OBJECTIVES

- To determine awareness about green products among different demographic profiles at K G F.
- To identify the most prominent media of creating awareness.
- To identify consumer beliefs and attitude on green products.

60% of the respondents are female who are using green products, and aware of benefits of using green products. This shows females are more conscious about their lifestyle changes. This may be due to the reason that females take lead in purchasing products for their family.

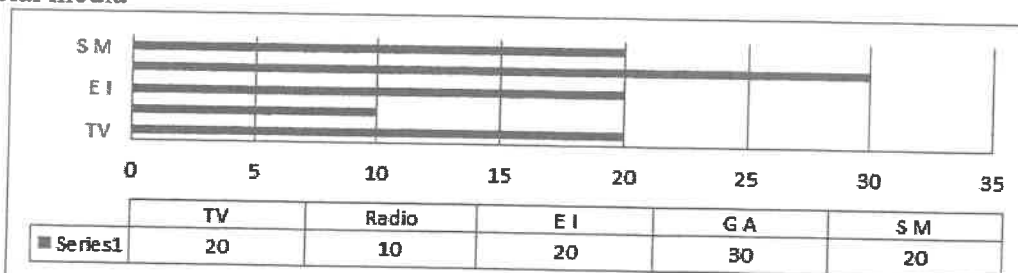
**1. CONSUMERS HEARD OF ECO FRIENDLY OR GREEN PRODUCTS.**



In the sample collected at KGF 90% of the people who responded are aware of green products only 10% of the people say that they are not aware about green products. This awareness is especially for organic food, diabetic control, blood pressure control, etc. which is dominantly used by respondents.

**2. SOURCES FROM WHERE PEOPLE GET INFORMATION ABOUT GREEN PRODUCTS**

- Television
- Radio
- Educational institution
- Government agencies
- Social media



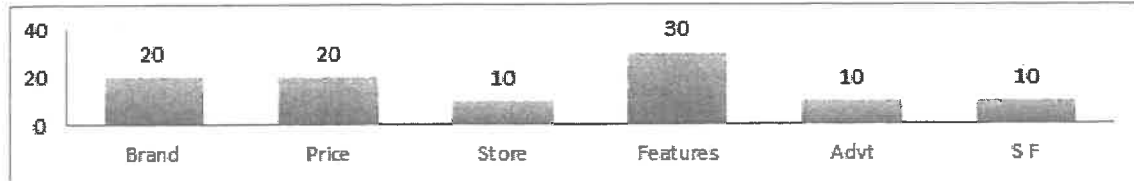
In order to consume it is essential that firstly the consumers are aware of green products. The awareness can be created only through proper media which is used by people. The popular media used by consumers are television, social media and initiatives by government agencies.

From the study it is understood that initiative through government agencies has more impact on consumers to use green products.

**3. FACTORS INFLUENCE TO PURCHASE GREEN PRODUCTS**

- Brand
- Price
- Store
- Features

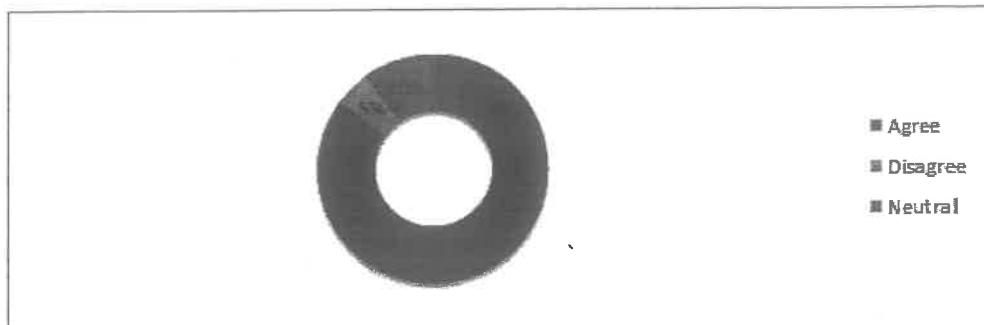
## Advertisement Social factors



30% of the respondents are influenced by features of the product, 20% are impacted by brand, and price and 10% are influenced by stores, advertisement factor and social factors. Government agencies, 20% are aware by social media educational institutions and television, 10% of the respondents say that they are aware by radio.

#### 4. DO YOU AGREE THAT GREEN PRODUCTS WILL HELP IN ENHANCING THE ENVIRONMENT QUALITY?

Agree  
Disagree  
Neutral

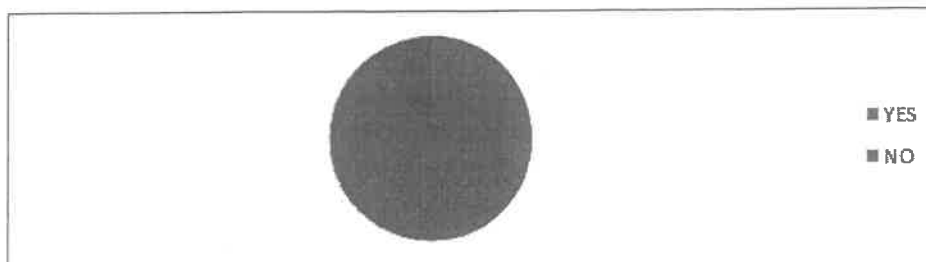


As there is need for adopting green practices, 85% of them agree that using or consuming green products in their daily activities will have reduced effect on environment quality. But they also feel that such products must make easily available for consumption and educated about such green practices.

#### 5. ARE YOU WILLING TO PAY MORE FOR GREEN PRODUCTS?

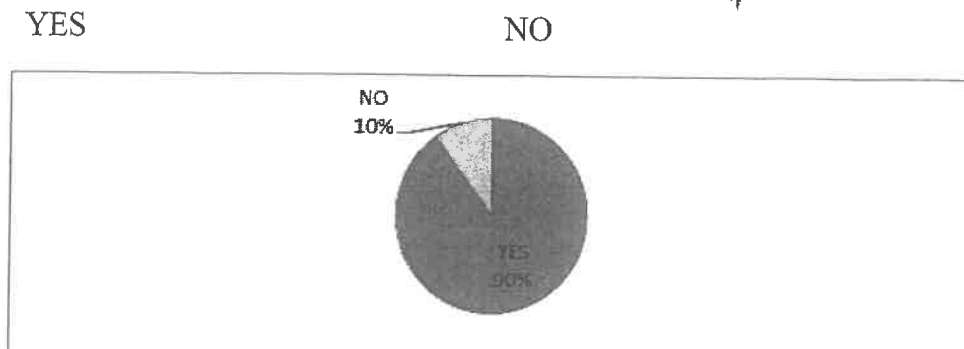
YES

NO



Its widely aware that prices of green products are too high when compared to other commercial products which are used on daily basis. For ex: TOILETRIES, LED BULBS, ORGANIC FOOD, COSMETICS, etc. given such a situation 82% of the consumers are willing to pay extra price but its availability is less in the place where they reside.

## 6. ARE YOU SATISFIED WITH GREEN PRODUCTS?



A sudden change in the lifestyle of people moving towards green practices, 90% of the consumers who use any of the green products for their home consumption are satisfied by the the product quality.

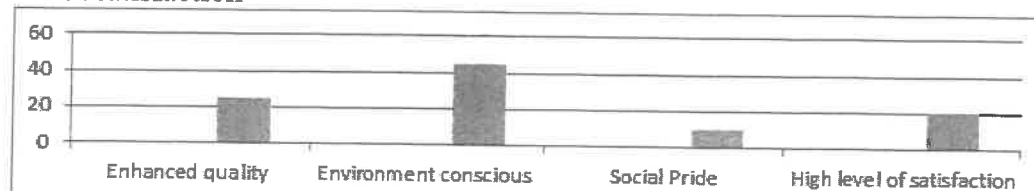
## 7. FACTORS MAKE THE CUSTOMERS PAY HIGH TOWARDS GREEN PRODUCTS

Enhanced product attribute

Environment conscious

Social pride

High level of satisfaction



20% of the respondents pay more because of enhanced product attribute, and 20% high level of satisfaction. . 40% people pay because of Environment consciousness. 10% people are paying more considering it as a social pride.

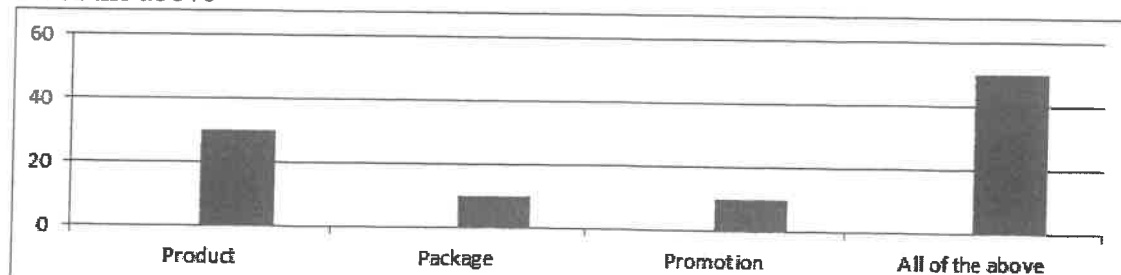
## 8. MARKETING ELEMENTS STRONGLY INFLUENCE YOUR BUYING BEHAVIOUR OF GREEN PRODUCTS?

Product

Package

Promotion

All of the above



Buying behaviour of the respondents is influenced by the product, package and promotion.

## **CONCLUSION**

Green marketing activities has increased its role in human activities. Awareness on such green initiatives can assist consumers in becoming more responsible in their daily lives to protect environment. It can be concluded that the majority of consumers are aware of green products and majority of respondents perceive that such products are important to protect the environment for healthy and safe living.

Especially the young generation is more inclined towards using green products, and they are also well qualified.

There is a need for designing such more durable green products and create more awareness on its availability at affordable prices.

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This is to certify that  
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has successfully presented & authored a research paper titled

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